

*A Special Program for the*  
**Casualty Actuarial Society**  
*May 25 & 26, 2010*



**THE SECRET LANGUAGE  
OF  
INFLUENCE™**

**Your Passport to Powerful Persuasion**

Designed and Presented by:

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# NOTES • NOTES • NOTES



# HOW PERSUASIVE ARE YOU?

*PSYCHOLOGISTS AND LINGUISTS DESCRIBE LANGUAGE AS  
EITHER \_\_\_\_\_-FORMED OR \_\_\_\_\_-FORMED.*

3 great things that will happen when I increase my influence...

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3 things that are affected when I lack persuasive power...

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## SOURCE CODE FOR THE BRAIN

Ask three people this question, and then write down their EXACT answer...



***At work, how do you know you've done a good job?***

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The purpose of this influential language pattern is to identify...

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# NOTES • NOTES • NOTES



# GREAT BUSINESS PROS RECOGNIZE TWO MOTIVATIONS!



## Reasons to Buy a Car Today

### (TO)

- ✓ Prestige
- ✓ Increased acceleration
- ✓ 100-year warranty

### (AWAY)

- ✓ Can't take a client to lunch in my car
- ✓ Dangerous to merge in traffic
- ✓ Surprised by monthly breakdowns

### YOUR MAGIC QUESTION:

" \_\_\_\_\_ <CRITERIA> \_\_\_\_\_ ?"

*The answer reveals whether the buyer is motivated by attaining goals/benefits OR avoiding/solving problems.*

# Reasons to Work with Me Today

## Goals / Benefits

1.

2.

3.

4.

5.

6.

7.

## Problems

1.

2.

3.

4.

5.

6.

7.



# (CHEAT SHEET)

Here's a sample list of consequences you'll be looking for:

## Corporate

- Irrecoverable or squandered revenue, market share, or marketplace status
- Fear about the company's future
- Angry shareholders
- Embarrassment to customers
- Sending a bad or wrong message to customers and/or employees
- Mistrust of a company's offerings and products

## Individual

- Ruined advancement opportunity or obstruction of career path
- Reduced or lost income potential
- Loss of personal prestige
- Corporate doubt about abilities
- Inefficient work processes that increase workload and steal time from family
- Wasted efforts to close business or build business
- Family frustration over work issues



# **TAME YOUR TONGUE!**

Great Business Pros are Word Wizards

1. Minimizers

2. Euphemisms

3. Why!?

4. Presuppositions

5. Mindreading

# PUTTING STRATEGIES INTO PLAY

1. What did you find interesting, funny, useful?
2. What did you learn about yourself?
3. Who will you teach this to?

## *WHAT LEGACY WILL YOU LEAVE TO YOUR PROFESSION?*

GOT INFLUENCE? Dan Seidman's unique keynote and training experience, **THE SECRET LANGUAGE OF INFLUENCE®** Your passport to Powerful Persuasion is for managers, leaders and sales professionals. Content covers the most neglected area of any corporate training program – potent language skills.

Dan is a World Master's athlete with two gold medals playing on the U.S. basketball team. His business humor columns can be read in Agent's Sales Journal, Independent Agent Magazine and Health Insurance Underwriter.

Dan has been designated "One of the Top 12 Sales Coaches in America" and has developed, with the American Society for Training & Development, a diagnostic tool to analyze existing sales training. This helps senior sales executives understand how well their training improves rep performance (the only true measure of success). He is the author of *#1 business best-seller Sales Autopsy* and has produced *The Sales Comic Book* and a video game, *Revenge of the Reps*.

**-For a unique and useful program at your big corporate event (don't forget to ask that he include the "confession session"), contact Dan at 847-359-7860 or [dan@salesautopsy.com](mailto:dan@salesautopsy.com).**